Empower | Women and Wealth

Helping you connect with and engage women at every stage of their retirement journey.

Smarter conversations. Stronger relationships

Women represent one of the most significant growth opportunities for financial professionals today, but they are often underserved by traditional approaches.

Empower is an educational framework designed to support financial professionals like you better understand and connect with women as they seek financial guidance. Through research, education, and practical tools, Empower helps guide more meaningful conversations, deepen engagement, and build long-term client relationships.

North American is committed to ongoing research and support through Empower insights and materials that meet the unique needs and preferences of women.

Helping you serve clients in markets that matter most to you through:

- Positioning guides that help you address women's specific retirement needs
- Client conversation starters for meetings, events, and prospecting
- Meaningful research insights on women's financial priorities and behaviors
- Success stories, best practices, and observations from the field

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Our Empower insights will continue to expand. View our **Women and Wealth resources** by scanning the QR code.